[Violations of advertising requirements #12]

Measure_ HR	1701
Amendment No.	In

Agreed To?	1 1	N	Q (Wdm
Voice Vte	Yeas			<u>Vays</u>

Amendment Offered by Ms. Waters

To The Amendment in the Nature of a Substitute

Offered by Mr. Jones and Mr. Maloney

Page 23, line 21, strike "1015" and insert "1012, 1015,"

Page 25 strike line 4 and all that follows through line 8 and insert the following:

- 1 "(a) INDIVIDUAL CASES WITH ACTUAL DAMAGES.—
- 2 Any merchant who fails to comply with any requirements
- 3 imposed under section 1009 or 1010 with respect to any
- 4 consumer who suffers actual damage from the violation
- 5 shall be liable to such consumer—
- 6 "(1) any actual damages sustained by the con-
- 7 sumer as a result of the failure; and
- 8 "(2) such amount as the court may allow, ex-
- 9 cept that the liability under this subparagraph shall
- not be less than \$250.
- 11 "(b) PATTERN OR PRACTICE OF VIOLATIONS.—If a
- 12 merchant engages in a pattern or practice of violating any
- 13 requirement imposed under section 1009 or 1010, the



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- 1 Federal Trade Commission or an appropriate State attor-
- 2 ney general, in accordance with section 1016, may initiate
- 3 an action to enforce sanctions against the merchant,
- 4 including—
- 5 "(1) an order to cease and desist from such
- 6 practices; and
- 7 "(2) a civil money penalty of such amount as
- 8 the court may impose, based on such factors as the
- 9 court may determine to be appropriate.

